



S.R. MacLeod
Region Operations Manager
Buffalo #1600

June 20, 1997

TO: D.P. FITZGERALD

RE: TEMPORARY DISPLAY RECOMMENDATIONS

Dear Don:

Listed below, please find our recommendations for temporary displays as follows:

| <i>Temporary Display</i> | <i>Benefits / Usage</i> | <i>Recommendation</i> |
|--|--|-----------------------|
| 20/30/40 Pack #524750 | Widely utilized by Reps - allows flexibility | Should maintain |
| Temp. Pkg. Counter #524741 | Minimal use by Reps - size/capacity is an issue | Eliminate |
| Temporary 20 Pkg/Shipper #524012 | Widely utilized by Reps - allows opportunity due to size | Should maintain |
| Temporary 60/80 Pkg/Shipper #524732 | Minimal use by Reps - size/capacity is an issue | Eliminate |
| Temporary 40 Pkg/Shipper #524723 | Utilized - allows flexibility as shipper also | Should maintain |
| 30 Ctn/Shipper #465050 | Very little usage - little to no benefit | Eliminate |
| 90 Ctn/Floor Display #524771 | Utilized by Sales Reps - affords most practical ctn. floor display | Should maintain |
| 4 Corrugate Promotional #458131 | Minimal usage | Eliminate |
| Doral Pedestal #524060 | Minimal usage | Eliminate |
| Large Dump Bin #524762 | Utilized by Sales Reps - affords best opportunity | Should maintain |
| Stair-Step Pkg. Dump Bin #469562 | Minimal usage - only need on dump bin | Eliminate |

I hope you find the above beneficial! Should you have any questions, please contact me.

Sincerely,

Stephen MacLeod
S.R. MacLeod

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ROM#1610

etb

cc: W. Roth
D. DeRose
J. Leonard
K. Jurgensen
B. Burrows

srm47-90.doc

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To: DDA:MSMAIL=RJRWS/RJRPO4/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/20/97 11:51
Opened: 6/20/97 11:51
Subject: TEMPORARY DISPLAY RECOMMENDATIONS

CC: Burrows, Robert, Jurgensen, Kurt T., Leonard, John M., Macleod, Stephen, Derose, Darren,
1600 - Buffalo Region (BURRELL)

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